Test Instructions:

The 4 Ps of Marketing: Frondescence Food Truck

After completing this activity, you'll be able to:

1. Identify which of the 4 Ps—product, place, promotion, and price—is affected by a marketing decision.

2. Determine the best overall marketing strategy based on the type of business and available customer information.

3. Maximize company sales revenue.

Jump into an internship with a food truck entrepreneur to make critical marketing decisions. Identify which of the 4 Ps each decision affects and guide the marketing strategy to maximize sales.

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You've been hired as a marketing intern to help Frondescence make decisions for its new food truck enterprise that it launched over the summer. “Frondescence” means *foliage* or *vegetation*. The food truck provides unique, fresh greens in a bowl with a multitude of toppings for health-conscious customers looking for an alternative lunch choice. Using a modular service efficiency format, Frondescence offers a bowl filled with a layer of fresh mixed greens that can be customized with over 30 different toppings including one protein source and eight choices of dressings. Currently, customers may customize each dish upon ordering. Frondescence charges a standard price of $12.00 per meal, which includes a bottle of spring water. As part of your internship, you'll have to make decisions related to:

1. Identifying the 4 Ps in the context of business decisions.
2. Using provided information to guide marketing strategy.
3. Maximizing sales revenue.

Evaluation and Scoring

When you are asked a question, answer as you see fit; be aware, however, that your answers may impact both your activity score and what happens next, so consider your options carefully. You'll be scored on three categories: 4 Ps, Marketing Strategy, and

Cumulative Sales Revenue. Points accrue based on the answer you select for each question. Categorical percentages are based on total points to which you are exposed. These scores will roll up via associated weights, 40% from 4 Ps, 40% from Marketing Strategy, and 20% from Cumulative Sales Revenue (based on revenue ranges), into one overall score. You can review these scores and feedback at the end of the activity, but categorical scores will be available at the top of the screen as you progress. Additional information will be presented on the right side of the screen. Once a tab has been populated there, you can explore the content yourself, returning to it at any time you wish by clicking on the Materials button in the bottom, right-hand corner of the screen.

Four Ps:**100%**
Marketing Strategy:**100%**
Marketing Budget:**$1,200**

Ariel Harper
Ariel is the owner of "Frondescence" and started the venture a year ago operating only during the summer time. Now she is ready to operate and promote the truck year round.

Silas Lee
Silas is Ariel's only full-time employee. He oversees the truck's daily operation and the part-time employees. He is an avid vegan and fell in love with her idea.

Personal directions that need to be implemented:

Use Chapter parts 9-11’s information to complete the test every single step by every single step. Without one error or mistake.

Here is a recent article I've written: https://diggitymarketing.com/case-study-programmatic-seo/ Analyze my tone, how I form sentences and paragraphs, the level of detail I use in explanations, the amount of humor l use, how often I ask the reader questions, the readability level I use, the vocabulary l use, and the level of emotion I convey in my writing. Ensure that the new content strictly adheres to the author's writing style in terms of tone, structure, and approach as identified in the analysis. Also, ChatGPT, here's a personal opinion that will shape how you write your content: I don't believe that Google can understand content. I think it looks at your content mathematically and compares it to the top-ranking articles to determine if should rank high or not. Don't always use the most

natural words. Use the following words fewer than 3 times on this page: unique, ensure, utmost. Before outputting the content, review it for the following words and rewrite those sentences with appropriate alternatives: meticulous, meticulously, navigating, complexities, realm, bespoke, tailored, towards, underpins, ever-changing, ever-evolving, the world of, not only, seeking more than just, designed to enhance, it's not merely, our suite, it is advisable, daunting, in the heart of, when it comes to, in the realm, of, amongst unlock the secrets, unveil the secrets, and robust. Ensure heterogeneous paragraphs. Ensure heterogeneous sentence lengths. And stick to primarily short, straightforward sentences. Do not include any fluff when producing content. Each sentence should provide value to the overall goal of the content piece. Strictly follow this guideline. Engagement is the highest priority. Be conversational, empathetic, and occasionally humorous. Use idioms, metaphors, anecdotes and natural dialogue. My target audience has the following characteristics: [50% male. 50% female. Aged 18-90] [mostly professional with some light humor mildly sprinkled in [9th grade reading level] Fact #1: All information usable for research" Please use these facts when creating content titled [9-11 chapter assignments] Double-check all work to verify is 2000% correct.

Complete agenda with 2000% accuracy. Double-check all work to ensure that everything is completed correctly 2000%. Write all work in a standardized grammatical fashion. EMPHASIS ON MAXMUIM DETAIL.